

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION THURSDAY, OCTOBER 20, 2005 7:30 PM

CALL TO ORDER AND ROLL CALL

Chairman Kelly called the meeting to order at 7:30 p.m.

Present: Commission Members: Dahlberg, Ezzy Ashcraft, Lindsey, Stieg and Wetzork

Absent: Schmitz

Vacancies: Two

Staff: Dorene Soto, Rosemary Valeska

MINUTES

1. Minutes of the Regular Meeting of September 15, 2005

Moved (Wetzork), seconded and unanimous (with abstention by Commission Member Stieg) to approve the minutes of the Regular Meeting of September 15, 2005 with corrections as noted by Commission Member Ezzy Ashcraft.

CONSENT CALENDAR

ORAL COMMUNICATIONS – PUBLIC

(None)

UNFINISHED BUSINESS

NEW BUSINESS

2. Informational Update on the Former East Housing and Fleet Industrial Supply Center Annex, Bayport Residential Development Project

Redevelopment Manager Doug Cole had submitted a written report for the EDC's information. Moved (Wetzork), seconded and unanimous to request that Mr. Cole attend the November meeting to address EDC questions.

3. Alameda Point Update

Alameda Point Project Manager Stephen Proud stated that the City and Navy were continuing to meet every other week to make proposals and counter-proposals. The goal is to have a plan for a staged conveyance to take to ARRA in December. The Navy will only negotiate with local agencies, not the developers selected by the local agencies. Since Alameda Point Community Partners (APCP) would be underwriting the City's land purchase from the Navy, the City is in regular contact with APCP regarding the status of negotiations with the Navy. Mr. Proud stated that the bidding for the Oak Knoll Hospital property in Oakland was currently at \$90 million and that the Navy had wanted to see how that transaction would unfold before finalizing an agreement with Alameda. In response to Commission Member Dahlberg's question regarding the intentions of the Veterans' Administration at Alameda Point, Mr. Proud stated that the VA was doing its due diligence but have not yet submitted a formal request. This item was presented for information only; no formal action by the EDC was requested.

4. South Shore Center Update

South Shore Center General Manager Mike Corbitt stated that the new 59,500-square-foot Safeway would be completed on schedule and that the doors would open within 60 days. The new Walgreens will be done by May-June 2006. South Shore is talking to several new potential restaurants. The goal is to have 90 percent of the work done in three years. The emphasis for tenants will be on soft goods, books, women's apparel and bedding. Tenants that will be phased out as part of the project include Sally Beauty Supply, Donut Works, Cigarettes Cheaper and Subway. This item was presented for information only; no formal action by the EDC was requested.

5. Target Proposal at South Shore Center: Consistency with City Retail Policy Documents

Ms. Soto stated that the Planning Board would be holding a study session regarding the proposed South Shore Target on October 24. Consultant Linda Congleton was scheduled to make a presentation at the study session. A presentation to the EDC is scheduled for the November meeting. Ms. Soto distributed copies of the Congleton report to the EDC members as well as representatives from The Willows in attendance. Ms. Soto also circulated a copy of a recent August 2005 issue of *The New Yorker* magazine – all the advertising in that issue had been purchased by Target.

Public Speaker: Dorothy Reid of The Willows requested clarification regarding how the EDC review related to the Planning Board review. Ms.

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Reid also stated the Citywide Retail Policy placed an emphasis on the demand for mid-range lifestyle retailers. She also stated:

- Alameda has a limited capacity for traffic.
- Target could preclude Alameda from getting the other preferred businesses.
- There would be negative impacts on existing local businesses.
- The Willows doesn't want a large building imposed upon them.
- We don't want to attract off-island customers; however Target would rely on 30-40,000 people per week.
- Trader Joe's is a good example of what Alamedans want.

In response to Ms. Reid's question, Ms. Soto stated that the EDC was being requested to take a look at only the economics of Target and what it would bring to the City. The EDC's recommendation would be forwarded to the City Council.

This item was presented for information only; no formal action by the EDC was requested at this time. The EDC will be requested to make a formal recommendation following a presentation scheduled for the November meeting.

6. Scope of Work for Proposed Webster Strategic Plan Implementation Subcommittee

Ms. Soto stated a scope of work for a Webster Strategic Plan Implementation Subcommittee would need to be evaluated to determine how it could be incorporated into the staff's current workload that includes the update of the Economic Development Strategic Plan. Commission Member Stieg stated that the Downtown Vision Task Force had been successful in implementing the Downtown Vision Plan; however, there is no apparent secondary step for the Webster District Strategic Plan. She cited the development of a long term and short term parking plan as an example of a work item for an implementation committee. Commission Member Stieg stated that she would draft a proposal. Commission Member Stieg will invite Commission Member Schmitz and Commission Member Wetzork volunteered to meet with Ms. Soto to prepare a draft scope of work that can be brought back to the EDC.

7. Recommendation that the EDC Reschedule its November Meeting to Accommodate the Alameda Chamber of Commerce Business Awards Dinner

Staff recommended that the Thursday, November 17 Regular Meeting be cancelled and a Special Meeting be scheduled for Tuesday, November 8

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at City Hall West, Alameda Point. Commission Member Wetzork so moved. Motion was seconded and passed by a vote of 5-1.

REPORTS

8. Oral Report: Commission Members Schmitz and Wetzork – EDC representatives to the Transportation Task Forces

Commission Member Schmitz was absent and Commission Member Wetzork stated that there had not yet been a meeting of the Bicycle Plan Task Force; therefore, there was no report at this time.

WRITTEN COMMUNICATIONS

9. Status Report on USS Hornet

10. Redevelopment – Building Better Communities, September 2005

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Commission Member Ezzy Ashcraft stated that St. George Spirits was mentioned in a recent *Sunset* article.
- Commission Member Stieg stated that October 21 would be the date of the final Webster Street Wine & Dine event for the year.
- Comments from Ms. Soto:
 - The Webster Renaissance Completion Ceremony was scheduled for November 4. Hawthorn Suites would be the gathering spot.
 - The South Shore Center renaming event was scheduled for October 22.
 - Reminded all present of the November 17 Chamber Business Awards Dinner and noted that Commission Member Wetzork was nominated for an award.
 - The Park Street Streetscape Completion Ceremony was scheduled for November 16, with the exact location to be determined.
 - Plans for the restoration of Paul's Newstand would be presented to the Historical Advisory Board by the end of the year. Donations would be sought for the restoration.
 - The Bridgeside Shopping Center groundbreaking ceremony was scheduled for early November.
 - Peet's Coffee & Tea was strongly considering a location in the Harbor Bay Business Park for the relocation of its roasting facility.
 - Hampton Inn & Suites was planning a 107-room facility at Harbor Bay.

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- Marina Village had put their commercial areas up for sale (excluding the retail shopping center that had already been sold). Forty companies have expressed interest.
- Commission Member Stieg noted that Halloween on Webster Street would be celebrated on October 31 from 12:00 Noon to 5:00 p.m.

ADJOURNMENT

Meeting was unanimously adjourned at 9:13 p.m.

Respectfully submitted,

Dorene E. Soto
Manager, Business Development Division

DES:rv

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